

# Our performance

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## Queensland Government objectives for the community

In 2018-19, TEQ contributed to the Queensland Government's objectives for the community *Our Future State: Advancing Queensland's Priorities* of: Create jobs in a strong economy; Protect the Great Barrier Reef; and Be a responsive government by:

- marketing and promoting tourism in Queensland;
- tourism experience and destination development;
- working to identify, attract and promote major events; and
- providing support and leadership to Queensland's RTO network and industry.

During 2018-19, TEQ delivered activities to progress the priorities outlined in the Minister's Statement of Expectations including:

- showcasing Queensland's tourism and events experiences to key domestic and international markets through TEQ's experience-based marketing strategy;
- working collaboratively with DITID to implement the *Advancing Tourism 2016-2020: Growing Queensland Jobs* strategy and the *Growing Tourism, Growing Tourism Jobs* policy, including the *Attracting Tourism Fund* and the *Growing Tourism Infrastructure Program*;
- focusing on the conversion of more High Value Travellers through the continued delivery of Queensland's creative platform and 'Find your perfect next...' marketing campaign;
- maximising the value of the *'It's Live! In Queensland'* events calendar through attracting and securing anchor events for Queensland and strategically investing in events that deliver the greatest benefits across Queensland;
- leveraging the legacy of the Gold Coast 2018 Commonwealth Games (GC2018) to drive incremental tourism outcomes and secure future international events for Queensland;
- working in partnership with DITID, RTOs, industry, airports and airlines to successfully implement all aviation investment programs;
- reinforcing Queensland's competitive position through the *Best of Queensland Experiences Program*, encouraging and supporting the tourism industry to innovate and deliver quality visitor experiences, and supporting Queensland's RTOs; and
- implementing activities to strengthen the tourism potential of the international education market in Queensland.

TEQ's strategic partnerships with government and industry continue to be a key priority. TEQ's partnerships with state, local and federal governments are critical in delivering government objectives and commitments to the community. Industry and commercial partnerships provide Queensland with the ability to actively pursue High Value Travellers in key source markets and ensure Queensland experiences deliver on consumer expectations.

## Objectives and performance indicators

TEQ focused on four key objectives in 2018-19, as outlined in the 2018-2022 Strategic Plan:

1. attract visitors to Queensland, generating OVE;
2. contribute to the Queensland economy;
3. enhance the profile of Queensland; and
4. foster community pride in Queensland.

These were delivered through:

- marketing and promoting tourism in Queensland;
- tourism experience and destination development; and
- working to identify, attract and promote major events.

TEQ uses the following performance indicators to measure the extent to which it is achieving its objectives. Performance indicators are arranged into two groups based on the degree of influence TEQ has in affecting the outcome.

### Service delivery measures

- OVE generated by events within the portfolio;
- direct and incremental spending generated by events within the portfolio;
- visitors to Queensland generated by events within the portfolio;
- direct visitor nights generated by events within the portfolio;
- publicity and promotional value generated by activities;
- value of collaborative support; and
- efficient leverage of regional and strategic partnership investment.

### Industry outcome measures

- economic impact and job creation;
- total OVE; and
- Queensland's share of Australian OVE (total, leisure and holiday visitors).

## Service areas and service standards

**TEQ committed to deliver seven service standard measures in the 2018-19 Queensland State Budget - Service Delivery Statements. Results against each measure are detailed in the Annual Performance Statement 2018-19.**

### Service area objective

To achieve economic and social benefits for the state by growing the tourism and events industry in a partnership between industry and government.

### Service area description

TEQ's core functions are marketing, event acquisition and experience development.

SERVICE AREA: TOURISM AND EVENTS QUEENSLAND	NOTES	2018-19 TARGET	2018-19 ACTUAL
<b>Service standards</b>			
<i>Effectiveness measures</i>			
Overnight visitor expenditure generated by events within the TEQ portfolio		\$370 million	\$529 million
Direct visitor nights generated by events within the TEQ portfolio		2,156,000	3,667,203
Direct and incremental spending generated by events within the TEQ portfolio		\$462 million	\$638 million
Visitors to Queensland generated by events within the TEQ portfolio		277,200	418,349
Publicity and promotional value generated by TEQ activities	1	\$275 million	\$2.05 billion
Value of collaborative support	2	\$27 million	\$43.02 million
<i>Efficiency measure</i>			
Efficient leverage of regional and strategic partnership investment	3	1:1	1:1

**Table 1: Annual Performance Statement 2018-19**

### Notes

1. This service standard measures TEQ's success in leveraging activity to maximise exposure of the Queensland brand, events, destinations and experiences globally, through the value of international and domestic publicity generated by TEQ activity through print, online and broadcast media. TEQ-led activity in key international markets such as China have contributed significantly to the strong publicity outcome for 2018-19. For example, one particular broadcast activity in China (12 episodes airing between September and December 2018) achieved A\$1.44 billion publicity value for Queensland. Another activity in China, which aired as part of a Cairns Connecting with Asia (CWA) project in January 2019, generated almost A\$150 million in publicity value. In addition, TEQ's Great Barrier Reef global campaign, scUber, generated more than A\$130 million in global publicity value. These outcomes are difficult to predict and apply to future activity.
2. This service standard measures TEQ's success in securing collaborative support for activities to improve the outcomes that can be achieved. Collaborative value includes all direct, indirect, contra and in-kind partner support (valued in writing from partners and/or forming part of a formalised agreement) for tourism and event marketing and destination and experience development projects. The 2018-19 Actual includes additional collaborative support received for one-off projects during the year.
3. This service standard measures the ratio of partner investment made by TEQ in regional and partnership activities as an indicator of TEQ's ability to leverage its budget to enable additional activity to be conducted.